

Duesenberg Automobile Company Factory,
Building No. 1
1501 West Washington Street
Indianapolis
Marion County
Indiana

HABS No. IN-70-A

HABS
IND,
49-IND,
25A-

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA
REDUCED COPIES OF MEASURED DRAWINGS

HISTORIC AMERICAN BUILDINGS SURVEY
MID-ATLANTIC REGION NATIONAL PARK SERVICE
DEPARTMENT OF THE INTERIOR
PHILADELPHIA, PENNSYLVANIA 19106

HISTORIC AMERICAN BUILDINGS SURVEY

HABS
IND,
49-IND,
25A-

DUESENBERG AUTOMOBILE COMPANY FACTORY,
BUILDING No. 1

HABS No. IN-70-A

Location: 1501 West Washington Street, southwest corner of West Washington and Harding Streets, Indianapolis, Marion County, Indiana

Present Owner: Indianapolis Public Transportation Corporation

Present Occupant: vacant

Present Use: The entire site will be cleared except for Building #3 which following rehabilitation will be used as a storage and office facility for the Indianapolis Public Transportation Corporation.

Significance: The Duesenberg Automobile and Motors Company was incorporated in Indiana in March, 1920. Prior to this, brothers Fred S. and August Duesenberg had operated an engine manufacturing plant in Newark, New Jersey which, before and during World War I, had produced marine motors for U.S. and Allied submarine chasers and airplane motors. The relocation to Indianapolis in 1921 allowed the brothers to continue experimentations with Indy "500" race cars which they had begun in 1911, entering their first race in 1912. The fast, powerful single overhead cam straight eight engines which they had developed were, upon their move to Indianapolis, first manufactured in the factory unit completed by April, 1921 and the connecting, two-story office building (Building #1) completed with its industrial finishes by May, 1921. Thus America's first vertical eight cylinder passenger car engine was put into production at this site. This engine, chassis and customwork body became known as the Duesenberg, "The World's Finest Motor Car."

PART I. HISTORICAL INFORMATION

A. Physical History:

1. Date of erection: Buildings #1 and #2 were designed and built in 1920-1921.
2. Architect: Duesenberg Automobile and Motors Company Engineering Department.
3. Original and subsequent owners: The following is an incomplete chain of title to the land on which the structure stands. Information came from company documents.

In May, 1920, the undeveloped sixteen acres of land owned by Sophia Collins and John and F.L. Oliver was purchased by the Duesenberg brothers' Indianapolis representative, B.A. Worthington, president of the Cincinnati, Indianapolis and Western Railroad and chairman of the Industries Committee, Indianapolis Chamber of Commerce. On October 5, 1926, all Duesenberg Automobile and Motors Company assets were purchased by E.L. Cord, president of the Auburn Automobile Company, Auburn, Indiana. Following the sale of the Cord Corporation in 1937, the Duesenberg plant was sold to Marmon-Herrington Company, Inc., manufacturers of all-wheel drive trucks. Between 1964 and 1976, subsequent owners or leaseholders of the property have included American Fabricated Products Company and Remco Hydraulics, a division of Stanray Corporation. The site was vacated in 1976. J.W. Hodges of California, sold the property to the Indianapolis Public Transportation Corporation in 1984.

4. Builder, contractor: Mead Construction Company, contractors, 1023-24 Lemcke Building, northeast corner of E. Market and N. Pennsylvania Streets, Indianapolis.
5. Original plans and construction: No original plans were contained in the Duesenberg material which was transmitted to the Auburn-Cord Company, now the Auburn-Cord-Duesenberg Museum, Auburn, Indiana. Building permits issued January 26, 1921 (#9778 and #9779) describe the office (Building #1) as costing \$45,000; fireproof construction; 50' X 90'; two story; reinforced concrete. The factory (Building #2) was described as costing \$80,000; non-fireproof; 90' X 300'; one story; brick; boilers and stacks not included.
6. Alterations and additions: The office (Building #1) entry was altered by mid-1922. The original Duesenberg Automobile and Motors Company sign was removed. A projecting, suspended glass and metal canopy which extended the full width of the center bay was installed. A full third story was added in 1940. Work began July, 1940, to double the size of the former Duesenberg manufacturing facilities, including Building #1. The plans and construction supervision for the enlargement were done by the H.K. Ferguson Company, engineers, Cleveland, Ohio. The reinforced concrete piers were extended to complete the framing. The stepped brick parapet walls were replaced with brick spandrel panels. A continuous brick parapet wall topped with aggregate concrete coping blocks finished the enlargement. Industrial casement windows repeating the same pattern as those of the second floor were installed. The two southern bays of the west elevation of the addition were brick-filled. At the same time, the north entrance and flanking window bays were reframed with stainless steel. The prismsed toplights were replaced with glass block which also filled the entry sidelights. The north elevation fully glazed

showroom window bays flanking the entrance were fitted with three single glazed units. Side-hinged, in-swing casement windows filled the center units. A narrow, horizontally seamed stainless steel canopy topped the center bay. On the east elevation, the two center first floor bays were filled with glass block. Two operable, single glazed windows per bay were installed. This work was done at an unknown date. Interior alterations were made c. 1940. The openness of the north showroom area was reduced by the inclusion of glazed partitions which framed offices in both north side bays. Between 1941 and 1950, a second story walk-way bridge was constructed at the southeast corner of the building connecting the time office (1940) to Building #1. At an undetermined date, permanent louvered aluminum sun screens were mounted on all first and second story windows, south elevation. As early as 1922, canvas awnings were installed on these windows.

B. Historical Context:

The production of the Duesenberg passenger automobiles Models A and J, between 1921 and 1936 in Indianapolis, corresponded to similar automobile and associated parts manufacturing in this city. Other companies such as Stutz, Cole, Marmon and Lafayette produced a variety of passenger automobiles. Between 1900 and 1940, 110 different cars and trucks, prototypes and full production models were manufactured in Indianapolis. Presto-Lite, Allison, Diamond Chain and Wheeler-Schebler were the suppliers of head lamps and batteries, engines, drives and carburetors.

The relocation of the Duesenberg brothers, Fred S. (1876-1932), the designer and August S. (1879-1955), the chief engineer signaled the arrival in Indianapolis of one of the most experienced engineering and design teams. The Duesenberg family had emigrated from Lippe, Germany to Rockford, Iowa in the mid 1880's. By 1900, the brothers opened a bicycle shop where Fred designed and built a clip-on engine for one of their bicycles. For a short period of time between 1901 and 1906, Fred joined the Thomas B. Jeffery Company, Kenosha, Wisconsin as an engineer. During this period the company switched from manufacturing Rambler bicycles to Rambler automobiles. By 1906, Fred and August Duesenberg were located in Des Moines, Iowa, operating a small garage, the "Claiborne-Reno," where Fred designed a two cylinder engine for the Mason Motor Car Company. For Mason, the local lawyer-owner, Fred designed one of the first 230 cu. in. race car engines which was entered in the 1912 Indianapolis Motor Speedway "500". In 1913, Mason cars placed 9th and 13th. Following the purchase of the Mason Motor Car Company by Frederick L. Maytag (the washing machine manufacturer), Fred Duesenberg became the engineering supervisor of the Maytag-Mason Company. After a short stay in St. Paul, Minnesota, where the brothers continued their work developing

race car engines, they combined with the Loew Victor Engine Company of Chicago, forming the Duesenberg Motors Corporation which located in Edgewater (Newark), New Jersey in 1914. Production consisted of marine engines for luxurious yachts and U.S. and Allied submarine chasers. During World War I, the entire plant production was devoted to manufacturing of dependable and efficient airplane engines. In 1919, the Duesenberg Motors Corporation factory was sold in preparation for Fred and August's move to Indianapolis. A local workshop and Fred's garage in Elizabeth, New Jersey served as a laboratory for the development of the prototype, engine model "800", for the Model A stock engine. Production was concentrated on racing engines including Models "X" and "W" and the sixteen cylinder car which was raced by Tommy Milton in February, 1920, Daytona Beach, Florida. This car established the following records: one mile in 23.07 seconds and a track record of 156.04 miles per hour. In 1920, Milton broke seven world records in this car.

The Duesenberg Automobile and Motors Company brought superior racing technology to the established race car market associated with the Indianapolis Motor Speedway. The production and race cars were tested at the Speedway. All motors and chassis were endurance tested, including a 500 mile run before delivery to the coachbuilder. On July 25, 1921, Jimmy Murphy won the Grand Prix at LeMans in a Duesenberg Special, recording 322 miles in 4 hours, 7 minutes and 11 2/5 seconds. This car was the first produced at the Indianapolis plant. Company-sponsored cars won the Indy "500" race in 1924, with Joe Boyer as driver; in 1925, Peter DePaolo won the race, establishing a track record of 101.13 miles per hour.

The adaptation of the racing eight cylinder in a line engine and the accompanying automotive systems such as automatic chassis lubrication and the first all-wheel hydraulic brake system enabled the Duesenberg Automobile and Motors Company to produce a passenger car of unsurpassed engineering technology in 1922. The racing engine modification for production cars included an overhead cam shaft, individually machined compression chambers, aluminum housings for the front valve drive. Fuel economy was achieved by the use of an engine with moderate cylinder displacement (260 cu. in.). Large cord tires combined with continued reduction of the unsprung chassis weight eliminated the bouncing of the wheels and accompanying tire slipping and wear. Over 600 automobiles of this type Model A were built. Between 1922 and 1924, this five passenger car was priced at \$6,500.

Body styling for the Model A, that passenger car which accounted for the first production in Indianapolis, was done in the design department. All bodywork for this model was manufactured by Milsbaugh and Irish of Indianapolis. Following the purchase of Duesenberg Inc. (The name was changed due to recapitalization following a suit for receivership in 1925.) by E.L. Cord in 1926,

the Duesenberg factory produced the chassis and installed an engine produced by the Lycoming Manufacturing Company, Williamsport, Pennsylvania, another company owned by Cord. The luxurious, stylish coachwork of the Model J which was introduced in 1928, was provided by various companies which specialized in custom bodywork including: Walter J. Murphy, Pasadena, California; Castagna, Milan, Italy; Hibbard and Darrin, Paris, France; Graber, Bern, Switzerland; LeBaron, Detroit; Bohman and Schwartz, Pasadena; Locke and Company, New York City; Dietrich, Incorporated, Detroit. The Model J cars so manufactured were the epitome of style, engineering and panache. The cost for the chassis was \$8,500. The custom coachwork added to the base cost could reach \$20,000. In 1932, the most flamboyant of all Duesenbergs was marketed, Model SJ. Hollywood stars and European royalty purchased these automobiles which cost more than the Rolls-Royce or Hispano-Suiza. Between 1927 and 1933, 480 Model J Duesenbergs were built.

The Marmon-Herrington Company, engineers and manufacturers of all-wheel drive motor vehicles, track-laying tractors and combat tanks purchased the Duesenberg site in 1937. Beginning in 1931, this company had begun operations based upon military contracts from the various U.S. and Allied service branches. With relocation to the new site completed by January, 1938, and the doubling in size of the facility by the end of 1940, this small company with financial backing from Walter C. Marmon, another early Indianapolis car manufacturer (The Marmon Wasp won the first Indianapolis Motor Speedway "500" race in 1911.), and engineering expertise of Arthur W. Herrington, was one of the earliest producers of armored and transportation vehicles under total government contract. In 1941, Marmon-Herrington delivered 10 million dollars worth of military vehicles to American and Allied armies from this site.

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

1. Architectural character: The early twentieth century industrial appearance of the Duesenberg Automobile and Motors Company Office (Building #1) and its original attached factory illustrates purpose and function. The fully glazed bays surrounded by reinforced concrete framing reveal the building's technology. The exterior and interior detailing with its lack of historical reference presents straightforward, utilitarian spaces washed with natural light. This linear complex of buildings reflected the new assembly-oriented automotive technology which was developed within the buildings.
2. Condition of fabric: Although the site was vacated in 1976, the buildings including Building #1 are in fair condition.

B. Description of Exterior:

1. Over-all dimensions: 50' X 90'; 3 bays X 4 bays; three stories.
2. Foundations: reinforced concrete footings and pad.
3. Walls: Reinforced concrete piers with articulated panels delineate the structural bay system. Red brick spandrel panels are detailed with header course borders.
4. Structural system, framing: Reinforced concrete piers and lintels delineate the bay system. A typical north-south bay is 22' 2" in width. The center east-west bay is 16' 2" in width. First and second floor three-span spaces are supported by 17" square reinforced concrete columns. The third floor spans are supported by boxed, wide flanged steel columns.
5. Porches, stoops and bulkheads: The four step, limestone, full bay north entrance approach is flanked by low concrete piers topped with limestone caps which are detailed with three "speed" line grooves extending from the wall along the slightly elevated center panel to and including the front curved profile. A narrow, slightly projecting horizontally seamed stainless steel canopy extends the full width of the bay. Angle bracketed cast iron light fixtures with incised decoration, drops and now broken single globes are attached to the flanking entrance piers. The south entrance located in the west unit of the center bay is approached by four concrete steps finished on both sides by utilitarian pipe railings. A metal, twelve-step, permanently fixed, straight run fire escape with railed landing extends from a third floor door located in the north unit of the second north bay, west elevation, to the roof of the adjoining factory building (Building #2). A wall-mounted metal ladder extends from the landing to the roof of Building #1.
6. Chimneys: There are none visible. Originally and between 1940 and 1964, the boiler and smoke stack were located in a separate structure.
7. Openings:
 - a. Doorways and doors: The north entrance double leaf stainless steel, fully glazed doors with utilitarian vertical bar handles and paired security bars are set in narrow, molded stainless steel frames. The bay opening is framed with glass block side and toplights. The south entrance green painted metal single leaf door with a six over six light striated glass panel above a two-part metal panel is set in an unmolded, painted iron frame. A two course topline fill the remainder of the bay opening. A

glazed metal door located in the south bay provides access from the second floor to the adjoining factory roof. At the third floor fire escape, a similar metal door with a two over two light panel is set in a metal industrial frame.

- b. Windows: The two north elevation bays flanking the center entrance are fitted with three single glazed units set in molded stainless steel frames. Side-hinged, in-swing casement windows fill the center units. All units have two-course glass block toplights and molded stainless steel sills. Most other glazed bays are filled with industrial metal casement units consisting of nine panes of vertically striated interior textured glass. Each unit has a large, centered top-hinged light. Replacement panes are of standard, non-textured glass. North and south elevations have three units per bay. East and west elevations have four units per bay. On the east elevation, the two center first floor bays are filled with glass block. Each bay has two operable single glazed windows. In the third story addition, the south bay, west elevation, contains a similarly glazed single unit. All windows are finished with aggregate concrete sills. All first and second story windows, south elevation, are fitted with permanent louvered aluminum sun screens.

- 8. Roof: A flat, reinforced concrete roof sealed with asphalt and gravel is finished with an eleven course brick parapet which is topped with aggregate coping blocks. Remnants of a large, north-south Marmon-Herrington neon sign are centered on the roof.

C. Description of Interior:

- 1. Floor plans: a. first floor; b. second floor; c. third floor
 - a. A full bay wide corridor with projecting wood partitions and toilet extends from the north through the third bay, narrowing in the fourth bay and continuing to the south entrance. The south bay contains a west corridor and an office in the southwest corner. To the east, a narrow storage room corresponds to the corridor. The southeast corner of the building contains the staircase with storage space beneath. Three offices are aligned along both the east and west walls. Access to the factory to the west is provided by two doors, one in the second bay and one in the fourth bay. Factory-only toilet facilities are provided in the third bay. All west doors are three steps above the factory floor.
 - b. Access to the second floor is provided by the staircase into an enclosed landing with a door to the south for

entry into the bridge and a door to the north for access to the main floor area. Wood stud partitions separate two east offices in the second and third bays from the primarily open space of the remainder of the floor. To the west, toilet and mechanical facilities are located in the south half of the third bay. A west corridor extends from the staircase along a south-facing office and additional toilet facilities in the southwest corner. A door at the end of the corridor opens to the roof of the factory.

- c. Partioned offices are located in the third and fourth bays, west elevation. In the center span, wood partitions isolate two working areas. Along the west elevation are located from north to south in the same bays, a vault, storage area, mechanical and electrical room and toilet facilities in the southwest corner. The remainder of the floor area is open.
2. Stairways: A stairway which extends through the three floors is located in an open well at the southeast corner of the building. Square cast iron newel posts are finished with a separate slightly pyramidal top which is attached by screwed tabs on the four sides. Three, one inch square balusters per concrete-filled pan steps are connected beneath the wood handrail by metal scrolled "c's" which are bolted to the metal handrail plate. The treads are finished with industrial rolled asphalt flooring. A metal wall-mounted ladder provides access from the third floor landing to the roof hatch.
3. Flooring: All concrete floors are covered with a variety of industrial asphalt tile squares which date from c. 1940 to 1950.
4. Wall and ceiling finish: All exterior walls are painted plaster. On the first floor, original plate rail molding appears approximately 12" below the original ceiling height. Wood frame partitions with clear or glue-etched glass separate the corridor area from the north-south ranges of offices. Finished with wood panels below, these originally varnished partitions (c. 1940) are detailed with simple stiles and rails. Later vertical paneling has been installed on the interior of some of the offices to provide additional privacy. All remaining walls throughout the building are utilitarian with no decorative detailing. All walls and second floor columns are finished with a 4" nosing. Third floor columns are boxed with veneer-finished plywood. All ceilings are finished with acoustical tile, fitted to the original ceiling or set in suspended grids.
5. Openings:

- a. Doorways and doors: On the first floor, the door opening into the second bay, west elevation, conforms to the glazed and paneled partitions. A glue-etched panel is set above a veneered single panel. Doors which appear to be original are found on the second floor. The stairway access door and the north door of the storage area have single upper and lower veneered panels. All other doors are varnished veneer core doors. All doors except those in the stairway are set in molded wood doorways. All stairway doors are set in unmolded metal frames.
 - b. Windows: All windows are set to the exterior of the masonry filled bays. On the first and second floors, the ledge thus created is finished with a rounded plaster edge. On the third floor, the ledge surface is finished with quarry tile. A wood skirt is applied to the wall below. All first floor west elevation industrial casement windows are safety glazed with imbedded wire grids. All windows are frameless.
6. Decorative features and trim: none of note.
 7. Hardware: Existing original hardware consists of copper-coated brass knobs and rectangular face plates which feature a three-tiered edging around the plate and the flat front surface of the knob. All other office hardware consists of round lacquered brass knobs and narrow circular plates.
 8. Mechanical equipment:
 - a. Heating, air conditioning, ventilation: Electric base-board units are located along the east wall, first floor. Heating and ventilating ductwork and grills are present on the second and third floors. Radiators are still in place.
 - b. Lighting: Florescent lighting in drop fixtures and suspended ceiling grids are found throughout the building.

D. Site:

1. General setting and orientation: Building #1 and the attached factory (Building #2) are aligned approximately 525 feet along the south side of W. Washington Street, beginning approximately 100 feet west of the intersection of Harding and W. Washington Streets. Building #1 faces north, overlooking the main east-west street in the city, U.S. 40, the old National Road. The Duesenberg site, sixteen acres of undeveloped land was situated between two parcels which had been developed before 1898. To the east was located the Indianapolis Foundry Company. To the west was located the planing mill and lumber storage of the Carter Lee Lumber Company, today one of the few specialty lumber yards remaining at its original location.

Historically, the site was selected because of the street car line along W. Washington Street which provided employee transportation, its one and one-half mile distance from the city center and the service of both the Belt Line and Big Four Railroads.

2. Historic landscape design: Chainlink security fencing has been installed along the north elevation of Building #2. Additional fencing encloses all boundaries and entrances including the parking lot at the northeast corner of the site. Minimal foundation plantings appear along the north elevation of Building #1. Between 1921 and 1937, no foundation plantings were present.
3. Outbuildings: The Duesenberg Automobile and Motors Company site development began with the construction of a gasoline tank, November, 1920. Additional frame stables and temporary construction sheds were erected in December, 1920. These structures located along an east-west axis south of Building #2, were removed from the site by 1927. Building #1 and attached Building #2 were the first permanent structures on the site, 1920-1921. Building #2, a one-story, steel framed structure originally thirteen bays in length, is finished with industrial glazed curtain walls set in red brick framing. A centered, six foot high glazed monitor provides additional lighting for the open plan. A concrete floor is covered with cross-grain cut wood blocks. An additional one-story, frame structure was sited immediately adjacent to Harding Street at the intersection of W. Washington Street. By c. 1922, this building had been stuccoed. It was demolished by 1940. In 1922-23, Building #3, a ten bay, one-story, red brick, curtain-walled factory building with a six foot high glazed monitor was constructed along Harding Street. It served as the finishing room and road testing department. By 1927, an additional five bays were added to the south.

This complex of buildings and large, open site served all aspects of production and local sales promotion for the various models produced from 1921 to 1937. Building #1, often bedecked with bunting and flags was the corporate symbol of the company. Its location on W. Washington Street, an industrial corridor and major highway leading from the city, made the headquarters and its attached factory one of the most highly visible automobile manufacturing concerns in Indianapolis. The visible connection between the structures emphasized the closeness between the management and the production line. Fred Duesenberg maintained his office in the southwest corner of Building #1. The curtain wall to the west overlooked the chassis production. The fully glazed bay to the south overlooked the delivery area.

Following the purchase of the site by the Marmon-Herrington Company, all the buildings on the site were enlarged and additional buildings constructed. In 1940, the factory area was enlarged (Building #2 became Building A) with the addition of eleven western bays. Buildings B, C, C-D, D and E were built in three sections. These one-story, red brick buildings all sharing common walls repeat the configuration of the initial factory building. This range continues due south of Building A, fronting on an access parallel with Building #3. All have large, overhead doors set in fully glazed elevations which feature stepped and arched parapets. Four small, iron-cladded warehouse sheds and a three-story, brick-faced, concrete office are aligned along the east side of the access. The office with a rounded northwest corner is attached to the northwest corner of Building #3. A two-story, red brick, four bay by three bay time office which faces Harding Street was also constructed in 1940. A red brick, one-story boiler house and separate smoke stack were constructed to the west of Building C-D, replacing the original heating plant which was attached to the south side, west end of Building A. Between 1941 and 1949, a water tower and testing building were constructed on the southern portion of the site.

All buildings except Building #3 and the time office were demolished, June, 1984. At this time the time office serves as construction headquarters. Following completion of the site development, this building will be demolished. Only Building #3 will remain as a reminder of the significant automotive contributions of the Duesenberg Automobile and Motors Company and the Marmon-Herrington Company, 1921-1964

PART III. SOURCES OF INFORMATION

- A. Original Architectural Drawings: None are known to exist.
- B. Early Views:
 - 1. Photographs, Carleton Lange, Indianapolis. Private Collection.
 - a. Fencing along Harding Street, c. 1921-1922.
 - b. Building #3, interior, c. 1923.
 - 2. Photographs, Auburn-Cord-Duesenberg Museum
1600 South Wayne Street, P.O. Box 271
Auburn, Indiana 46706
(219) 925-1444
 - a. Duesenberg Automobile and Motors Company Office and Factory, 1921.

View: North front from NE.
Source: "Duesenberg Eight-in-a-Row."
Negative: No. 132-A.

- b. Duesenberg factory Building #2, c. 1922.
View: South rear elevation from SE.
Negative: unnumbered.
- c. Duesenberg Office with employees, 1922.
View: North front detail from NE.
Source: Mrs. August Duesenberg Collection, Book 1.
Negative: unnumbered.
- d. Duesenberg, Inc. Executive Office and Factory, Summer, 1931.
View: North front from NE. Transportation Show.
Source: Oscar Hadley Scrapbook.
Negative: No. 87.
- e. Duesenberg, Inc. Building #2, c. 1929.
View: Interior from SE. Assembly line.
Negative: No. 80.
- f. Fred S. Duesenberg in his private office, c. 1930.
View: First floor southwest corner office from NE.
Negative: No. 87.

C. Interviews:

- 1. Carleton Lange, son of the foreman of the Road Test and Repair Shop, 1922-1937. June 4, 1984.

D. Bibliography:

- 1. Primary and unpublished sources:

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Indianapolis Star. February 25, 1925; June 19, 1940.

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The Auburn (Indiana) Evening Star. June 14, 1929.

The Saturday Evening Post. November 17, 1928.

Vanity Fair. June, 1930.

E. Likely Sources Not Yet Investigated:

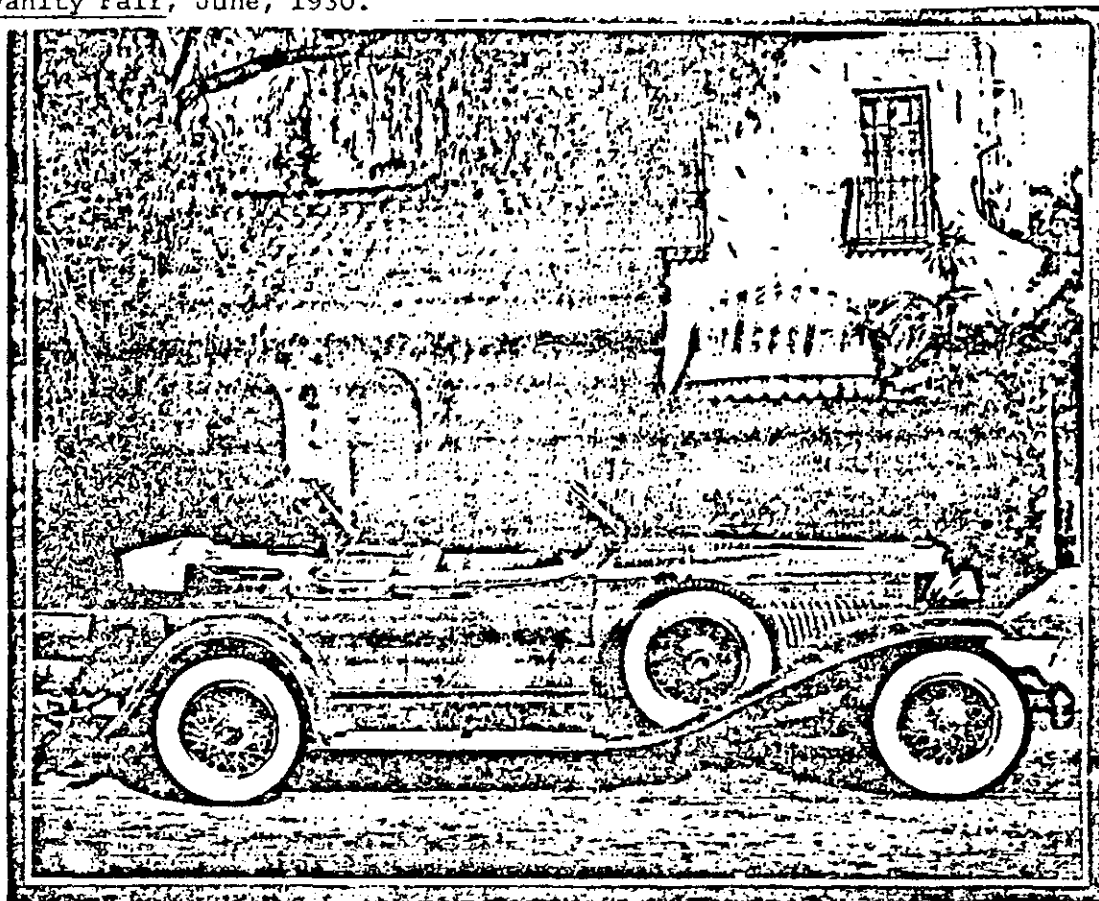
Marmon-Herrington corporate records.

F. Supplemental Material:

Vanity Fair, June, 1930, Duesenberg, Inc. advertisement.

Part IV. PROJECT INFORMATION

Erection of a maintenance and operations facility for the Indianapolis Public Transportation Corporation (IPTC) was funded by the Urban Mass Transit Authority. Under Section 106 of the National Historic Preservation Act of 1966, mitigative documentation was undertaken by Susan R. Slade, Consulting Architectural Historian, HDG Architects, Inc. for IPTC in August 1984.



A Duesenberg Takes Perfection As Its Goal

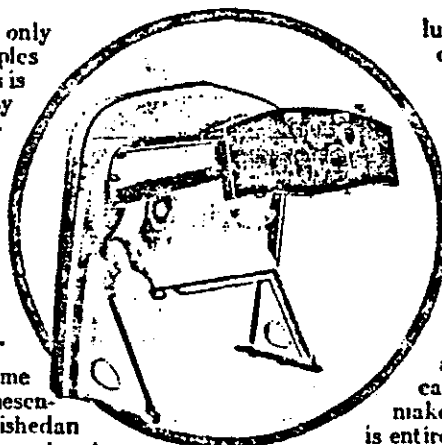
Transcends All Present Day Standards
of Motor Car Construction

ANY great masterpiece can be appreciated only by those who understand the principles upon which its greatness is based. This is true whether the creation be a painting by Goya, a piece of furniture by Phyle, a composition by Debussy—or a car by Duesenberg.

To the "man on the street" a Duesenberg may mean—a high priced, large car; high powered; capable of great speed. But in every community there are those discerning enough to realize that these are only the most obvious aspects of the car's greatness, and that its true significance goes much deeper.

THE DUESENBERG cannot be considered in the same terms as other cars. In designing it, Fred S. Duesenberg plunged fearlessly into the future and established an automotive domain all his own, far beyond the outposts that others had set. He was eminently equipped to do this by experience which began with that testing place of theory, the race track, and which extended through long years of experimenting and designing and building fine motor cars. Three years ago he set out deliberately to create a motor car that would excel any automobile built, and excel to so marked a degree that it would become with absolute finality The World's Finest Motor Car. This position the Duesenberg occupies today.

THE DUESENBERG establishes a new conception of motoring that cannot be obtained from any other car. When a man of wealth buys a Duesenberg he assures himself and his family that background of



luxury, that extensive equipment of service, that completeness of comfort and freedom from all outside annoyances, that security to which he is accustomed in his home.

DRIVER AND PASSENGERS in a Duesenberg ride at all times in perfect serenity, knowing that the engine's 265 horsepower provides a protective reserve equal to every emergency; that the brakes are tremendously powerful, that the car's frame is the strongest ever built under an automobile; in short, that this is the world's safest motor car.

AT THE SAME TIME, the Duesenberg is simpler and easier to operate than smaller, less powerful cars. It requires far less attention. Care of this car makes no demands upon the driver; chassis lubrication is entirely automatic; a unique system of signal lights warns when servicing will be required.

EQUALLY TYPICAL of Duesenberg's anticipation of the driver's slightest need is the instrument board, which includes many important gauges not generally found except on aircraft; yet adding greatly to the fullest enjoyment of fine car driving.

THE FINAL PROOF of a man's discernment in choosing the Duesenberg is in the price he pays, which is not based on something intangible, but is set by the car's inherent worth, its intrinsic value alone. The Duesenberg is marketed on the same basis as the world's lowest priced automobile, Dollar for Dollar Value.

DUESENBERG, INC., INDIANAPOLIS, IND.

